sufficient interest. Twenty-three States are taking a lot of interest, but some States are not taking any interest. I myself am going to call a meeting of the respective State Agricultural Ministers with the request that they should try to propagate this Scheme, so that the benefit can reach all the farmers.

Advertisement of tobacco products

*173. SHRI ANAND SHARMA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the cigarettes and other tobacco products Act prohibits advertisement of tobacco products, including sponsorship of sporting events by tobacco brands;

(b) if so, whether this prohibition is also applicable to foreign tobacco brands; and

(c) if so, what action has been taken in the case of sponsorship of car racing event used for promotion of multi-national cigarette brands published in the local print media?

THE MINISER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) to (c) A Statement is laid on the Table of the House.

The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, which is applicable to whole of the country, *inter-alia*, contains a provison, *i.e.* section 5, which prohibits direct and indirect advertisment of cigarettes and other tobacco products, including sponsorship of sporting/cultural events by tobacco brands, both Indian and foreign. This provision has come into force from 1st May, 2004.

Around the time the said provision of the Act was brought into force, there were some instances of local print media carrying pictures containing name of a multi-national cigarette brand. However, subsequently no instance of such advertisement in the local print media has come to the notice of the Government.

SHRI ANAND SHARMA: Hon. Chairman, Sir, I am not satisfied with the answer given by the hon. Minister. The question was specifically

about the violation of the Cigarettes and other Tobacco Products Advertisement Act in the media; my question covered both the print media and the electronic media. The hon. Minister has stated that the ban is being imposed in the print media. There have been violations regularly, Sir, in these sports channels like, ESPN and Star Sports, Formula One races. These are being shown, and these are being sponsored by the International Tobacco Brands like, Marlbro and other cigarette companies. For hours together, these races are being shown and there is a clear violation of this Act in this country. And, also, in the print media, when those Formula One international events are covered, those tobacco products and their sponsors are being projected. What steps has the Ministry taken to contain this? Why are these violations being allowed? This has not been covered in the answer.

DR. ANBUMANI RAMADOSS: Mr. Chairman, Sir, the Act was enforced on May 1, 2004. We have written to the Ministry of Information and Broadcasting regarding this. We have directed them to enforce this Act. Regarding the Formula One races, I want to say that this is an international event, which is beamed in all the televisions.

This is another indirect breach of the law on cigarette advertisements. I agree with the hon. Member, But since this is an international event, the Information and Broadcasting Ministry will have to enforce the Act in the most stringent way. In this regard, I would, again, talk to the Ministry of Information and Broadcasting. So far as print media is concerned, certain newspapers have stopped publishing such advertisements, while other newspapers have still to do it. And, if we find any lacuna, we would rectify that.

SHRI ANAND SHARMA: Sir, this law had been enacted long back. A Parliamentary Standing Committee, which had discussed the Bill years ago, had made specific recommendations, both to the Ministry of Information and Broadcasting and to the Ministry of Health, to ensure the implementation of this Act. I am very sorry to point out that this Act has yet not been fully implemented. As the hon. Minister has said that the Ministry of I&B also comes into picture, why the foreign tobacco companies are being allowed to violate the Indian laws? Will the hon. Minister give

an assurance that along with the Ministry of Information and Broadcasting, a Screening and Implementation Committee would be set up so that foreign companies do not violate the Indian laws, and a report, in this regard, would be given to this House?

DR. ANBUMANI RAMADOSS: Sir, we will discuss this issue with the Ministry of Information and Broadcasting.

SHRI ANAND SHARMA: Sir, I am asking for an assurance.

DR. ANBUMANI RAMADOSS: Sir, this is an international event. But since this issue concerns our country...*(Interruptions)*

श्रीमती सुषमा स्वराज: सर, एक्ट में कोई भी एग्जेम्पशन इंटरनेशनल इवेंट के लिए नहीं है। इंटरनेशनल इवेंट के नाते मंत्री महोदय कोई संरक्षण न दें...**(व्यवधान)**...इंटरनेशनल इवेंट के लिए कोई भी एग्जेम्पशन एक्ट में नहीं है।

श्रीमती सरला माहेश्वरी: आप इनके लिए अपने रूल्स बदल देंगे।...**(व्यवधान)**...रूल्स में ही चेन्ज कर देंगे।

DR. ANBUMANI RAMADOSS: Sir, this Act was enacted only on May 1st, this year. *(Interruptions)* There are some practical difficulties, which we will have to face. *(Interruptions)* I will be in touch with the Ministry of Information and Broadcasting. *(Interruptions)*

SHRI ANAND SHARMA: Will the Screening and Implementation Committee be set up?

MR. CHAIRMAN: Implementation is more important.

DR. ANBUMANI RAMADOSS: As the hon. Member has desired, a Screening and Implementation Committee can be set up along with the Ministry of Information and Broadcasting. ...*(Interruptions)*

SHRI RAVI SHANKAR PRASAD: Sir, with regard to these types of surrogate advertisements, there is a Commtitee in which the representatives of the Ministry of Health are also there. Under the law, whether the print media or the television media, both the advertisements and the surrogate advertisements are banned. So, the question to you, Mr. Minister, is whether your department monitored any list of these types of surrogate advertisements. If yes, what is the number of such

advertisements? Are you working in close cooperation with the Ministry of Information and Broadcasting by bringing those advertisements to their notice?

DR. ANBUMANI RAMADOSS: Sir, so far as the surrogate advertisements are concerned, I totally agree with the hon. Member that it should not be beamed in any television or print media. On this point, I am with all the hon. Members. We are enforcing the Act. In the Ministry of Information and Broadcasting, an Additional Secretary is in-charge of the surrogate advertisements. He is monitoring them.

SHRI MOTI LAL VORA: Sir, I would like to know whether the Health Minister has ever seen that the international companies are still giving their advertisements in the electronic as well as the print media. He has replied very well, but what action has been taken by the Ministry of Health? Have they given any notice to the international companies?

DR. ANBUMANI RAMADOSS: Sir, regarding this, I have written to all the Chief Ministers to enforce this Act stringently. I have also written to the Ministry of Information and Broadcasting, the Ministry of Civil Aviation, the Ministry of Railways and other Ministries. I also want to enforce this Act seriously. Steps have already been taken on the lines suggested by hon. Member, Shri Anand Sharma. And, a Screening Committee would be set up to look into this matter.

MR. CHAIRMAN: Question Hour is over.

WRITTEN ANSWERS TO STARRED QUESTION

Production of sugar

†*161. SHRI ABU ASIM AZMI: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the total production of sugar in the country during 2003-04 and to what extent this is less in comparison to last year's production;

(b) whether Government propose to import sugar keeping in view the less production of sugar; if not, the reasons therefor; and

†Original notice of the question was received in Hindi.